

Appendix A – Sample Pastor’s Letters

Sample Pastor’s Letter to Prior Donors

September ___, 2007

<< Formal Salutation>>

<< Address>>

<< Address>>

Dear <<Personalized Salutation>>,

We often think of the Archdiocese as an administrative structure, and yet archdiocesan ministries and services serve tens of thousands of individuals and families each year. In fact, there is probably no other private organization in our state that offers the scope of spiritual and human services provided through our archdiocesan agencies and organizations. I would like to share with you just one example of how we at <<insert parish name>> benefit from these archdiocesan services.

<<insert a brief personalized parish story>>

Whether responding to requests for basic human needs, promoting religious vocations, providing lay ministry formation, teaching and evangelizing, or assisting parishes, archdiocesan ministries and services reach beyond the ability of our parish or any other parish. It is the work that Christ has entrusted to his Church. It is work that we are called to support through our baptism.

The annual Catholic Services Appeal is one way that we can *answer that call*. The goal for the Archdiocese’s 2007 Catholic Services Appeal is \$3,300,000. **Our parish share of the goal is \$<<insert target>>.**

In a few days, you will receive an invitation from Archbishop Kurtz to support this year’s Catholic Services Appeal. I will be making a personal gift, and I hope you will join me with your own gift. Perhaps you will be able to increase your level of support this year. Gifts can be made in periodic installments by check, credit card, or automatic bank withdrawal between now and June, 2008. Gifts can also be made online through the archdiocesan web site at www.archlou.org.

I hope you will *Catch the Spirit* and support this year’s Catholic Services Appeal with a generous gift or pledge. Your continued support will mean so much to the people, parishes (including our own), and schools who rely on the ministries and services of the Archdiocese.

In gratitude for all you do for << insert parish name>>,

Sincerely yours in Christ,

<<Pastor’s Name>>

<<Title>>

Sample Pastor's Letter to Major Donors

September ____, 2007

<< Formal Salutation>>

<< Address>>

<< Address>>

Dear <<Personalized Salutation>>:

As pastor, I am keenly aware of the work that is being accomplished by the ministries and services provided through our Archdiocese. Although we often think of the Archdiocese as an administrative structure, archdiocesan ministries and services serve tens of thousands of individuals as well as parishes and schools. In fact, I would like to share with you just one example of how we at <<insert parish name>> benefit from archdiocesan services.

<<insert a brief personalized parish story>>

Whether assisting parishes and schools, responding to requests for human needs, promoting vocations, teaching or evangelizing, archdiocesan services reach beyond the ability of our parish or any other parish. It is work that Christ has entrusted to his Church. It is work that we are called to support through our baptism.

The Catholic Services Appeal is one way that we can *answer that call*. The goal for the Archdiocese's 2007 Catholic Services Appeal is \$3,300,000. **Our parish share of the goal is <<insert \$ target>>**.

Soon you will receive an invitation from Archbishop Kurtz to support this year's Catholic Services Appeal. I hope that you will join me in supporting this endeavor. If it has been a while since you last increased your gift amount, then perhaps you might consider doing so this year.

Last year, 97 cents of every dollar raised went to fund archdiocesan ministries and services. The remaining 3 cents was used to fund Appeal expenses such as printing and mailing costs.

I hope that you will *Catch the Spirit* and support this year's Appeal with a generous gift or pledge. Your gift will mean so much to the people, parishes (including our own), and schools who are served by our Archdiocese.

In gratitude for all you do for << insert parish name>>,

Sincerely yours in Christ,

<<Pastor's Name>>

<<Title>>

Sample Pastor's Letter to Non-Donors

September ___, 2007

<< Formal Salutation>>

<< Address>>

<< Address>>

Dear <<Personalized Salutation>>:

As pastor of << **insert parish name**>>, I see the work that is being accomplished by our parish family. I am also keenly aware of the ministries and services that are provided by our Archdiocese. Many of these ministries and services support the work of our parishes. I would like to share with you just one example of how we at <<**insert parish name**>> benefit from the services of the Archdiocese.

<<*insert personalized parish story*>>

Whether responding to requests for basic human needs, promoting religious vocations, providing lay ministry formation, teaching, evangelizing, or offering assistance to parishes and schools, the Archdiocese's work reaches beyond the scope and ability of our parish or any single parish. To help support the more than 100 archdiocesan ministries and services, the Archdiocese conducts the annual Catholic Services Appeal. The goal for the 2007 Catholic Services Appeal is \$3,300,000. **Our parish share of the goal is <<\$ insert parish target>>**.

I believe that we can meet and exceed our goal if we all pitch in with a gift. In a few days, you will be receiving an invitation from Archbishop Kurtz to support this year's Catholic Services Appeal. I will be making a personal gift, and I hope that you will join me with a gift of your own. A gift of \$25, \$50, \$75, or more will mean so much to the thousands of people who depend on the ministries and services provided through our Archdiocese.

Gifts to the appeal can be made by check, credit card, or automatic bank withdrawal. Gifts can be made in periodic payments between now and June, 2008. If you prefer, you can also make your gift online through the archdiocesan web site at www.archlou.org.

The Catholic Services Appeal is one way that we can answer our baptismal call to serve others. Please *Catch the Spirit* and make this year's Appeal a huge success.

In gratitude for all you do for <<**insert parish name**>>,

Sincerely yours in Christ,

<<Pastor's Name>>

<<Title>>